

Jo Charnock – Complete News Report

Story Outline

As June is Pride month this story looks at how smaller communities like Penticton, BC are becoming more inclusive and adopting Pride philosophies. It will take a brief look at the Pride movement across Canada and highlight some of the important work underway in Penticton to create a more inclusive and welcoming environment for visitors to the city.

The story will also look the Pride events taking place in Penticton in June and how the South Okanagan Similkameen Pride Society supports the regional LGBTQ community.

Research Sources

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<https://www.jearldmoldenhauer.com/toronto-gay-pride-week-1972/nggallery/slideshow>

Pride Parade Toronto (June 24, 2019) <https://www.youtube.com/watch?v=VFOk31yuvQE>

History of Canada Pride <https://www.queerevents.ca/canada/pride/history>

Canada's LGBT+ Chamber of Commerce (CGLCC) website <https://www.cglcc.ca/>

Visit Penticton website <https://www.visitpenticton.com/lgbtq2sia/>

South Okanagan Similkameen Pride website <https://www.sospride.ca/>

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Interview Subjects

Thom Tischik, Executive Director of Travel Penticton

Travel Penticton is the Destination Marketing Organization for the City of Penticton, BC, charged with the task of providing destination marketing and awareness to potential travelers on a regional, provincial, national and international level. As a gay cisgender man in his 60's Thom can provide some interesting perspectives on how the Pride movement in the region has developed over the years. As the key representative of the tourism sector, he will also be able to offer opinions on the significance of Pride month from both a personal and an organizational perspective.

Paige Schulz, Member and Marketing Services Manger of Travel Penticton

Paige is leading the project for Travel Penticton to become Rainbow Registered and has organized inclusivity training for all staff members. She will be able to provide information on how the project has been received by staff, society members and visitors. As a straight cisgender female in her early 30s, Paige will be able to offer an alternative perspective of the Pride movement from both a sociological and generational standpoint.

Little City, Big Pride

VIDEO



Montage of images from Toronto Gay Pride Week 1972, taken by Jearld Moldenhauer

AUDIO

NARRATOR:

The early 70s saw the start of the Pride movement in Canada. But at that time lesbian, gay, bisexual, transgender and queer communities still faced a great deal of discrimination and mistreatment.



Image from The Canadian Press article. *Pride flag raised at Parliament Hill for first time.*

Then more that 40 years later on June 1, 2016 for the first time in Canadian history, a Pride flag was raised on Parliament Hill in Ottawa. This was a historic milestone which showed a country finally united in the support and defence of LGBTQ rights.



Highlights from video reel of Toronto Pride 2019

Today many cities across Canada now recognise June as Pride month and celebrate the LGBTQ community through a variety of inclusive events, workshops and parades.

(5 second audio from Toronto Pride video in sync with images)

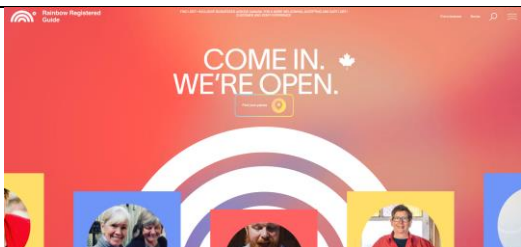


Same sex wedding ceremony at Penticton
Lakeside Resort

NARRATOR:

And it's not just major cities like Toronto, Montreal and Vancouver that are embracing the Pride movement. The small tourist city of Penticton BC, population 38,000, is currently working hard to be recognized as a fully inclusive destination.

The city's tourism agency, Travel Penticton which runs the Visitor Centre and markets the city to travellers has just become Rainbow Registered. Something only 60 other businesses in Canada have achieved so far.



CGLCC Rainbow Registered Guide online

Rainbow Registered is a national accreditation for LGBT+ friendly businesses and organizations set up by Canada's LGBT+ Chamber of Commerce.

When you see a Rainbow Registered symbol, you know the business or organization meets a strict set of standards to make sure LGBT+ customers feel safe, welcomed, and accepted.



Paige Schulz Member Services & Marketing
Manager for Travel Penticton

Paige Schulz is the Member Services & Marketing Manager for Travel Penticton and led their Rainbow Registered project. Paige told us a bit about the program and how it's been received by staff and visitors.

PAIGE SCHULZ:

It's been very positive. We are having training to learn more about LGBTQ as well as other minority groups and we've had very good feedback about it.



Footage of Penticton Visitor Centre including
new Pride merchandise



The program is important because it helps our customers feel welcomed and safe in our space.

We have decals that show we are Rainbow Registered, so as soon as people walk in, they know we are trained and they are going to feel safe and welcomed



NARRATOR:

Paige also told us about some of the events coming up in Penticton to celebrate Pride month, such as the Fruit Float on June 25th. People of all ages and backgrounds are

<p>Penticton Fruit Float 2019</p>	<p>invited to dress in their brightest swim wear, grab an inflatable and float the Penticton River Channel. Sounds like a lot of fun.</p>
	<p>At the end of the month there'll also be a Pride Party hosted by the South Okanagan Similkameen Pride Society which supports the regional LGBTQ community through education, advocacy and providing safe spaces.</p>
 <p>Thom Tischik, Executive Director of Travel Penticton</p>	<p>Something Thom Tischik knows a lot about. Thom is the Executive Director of Travel Penticton and a long-standing member of the LGBTQ community. He told us why he feels it's important for the tourism sector to support the Pride movement.</p> <p>THOM TISCHIK:</p> <p>We have to have inclusivity with whatever we do here in Penticton and, quite frankly throughout the country.</p> <p>And so, we think it's very important to have the LGBTQ community involved, no matter what point the person's at in their life. To feel that they are welcomed here, that they</p>

	<p>can participate in all the activities that we offer here in Penticton without any kind of threat or any kind of feeling that they don't belong. So, it is absolutely important for us.</p>
 <p>Penticton City Hall</p>	<p>Penticton is fully embracing the Pride movement and building a community that is welcoming, inclusive and safe for all. And other BC communities are following suit. This year Vanderhoof, 100 Mile House, Lillooet and Armstrong are all celebrating their first ever Pride events.</p>
 <p>Montage of images from Toronto Gay Pride Week 1972, taken by Jearld Moldenhauer</p>	<p>Canada has come a long way since the first Pride marches of the early 70s. And with the support and participation of smaller communities we are moving ever closer to being a fully inclusive nation we can all take pride in.</p>